

# HOUSE BILL 54

R1

(PRE-FILED)

8lr0769  
CF SB 24

---

By: **Delegate Lam**

Requested: October 5, 2017

Introduced and read first time: January 10, 2018

Assigned to: Environment and Transportation

---

Committee Report: Favorable

House action: Adopted

Read second time: March 13, 2018

---

## CHAPTER \_\_\_\_\_

1 AN ACT concerning

2 **State Highway Administration – Sale or Lease of Naming Rights for Rest Areas**  
3 **and Welcome Centers**

4 FOR the purpose of authorizing the State Highway Administration to sell or lease to a  
5 private entity the naming rights for rest areas and welcome centers along State  
6 highways; requiring the term of a contract for the sale or lease of naming rights for  
7 rest areas and welcome centers to be at least a certain period of time; prohibiting the  
8 Administration from selling or leasing highway naming rights under this Act unless  
9 the Administration makes a certain determination regarding compliance of the  
10 proposed use of the naming rights with federal regulations and the distribution of  
11 certain federal funds; providing that a sale or lease of naming rights for a rest area  
12 or welcome center may not be construed to require that any official State highway  
13 sign or mailing address be altered; authorizing a private entity that purchases or  
14 leases the naming rights for a rest area or welcome center to erect certain outdoor  
15 signs along the highway; requiring a private entity that erects outdoor signs along a  
16 State highway under this Act to pay all costs associated with the signs; requiring  
17 outdoor signs erected by a private entity along a State highway to comply with  
18 certain requirements; requiring proceeds from the sale or lease of naming rights for  
19 a rest area or welcome center to be credited to the Transportation Trust Fund;  
20 defining certain terms; and generally relating to the sale or lease of naming rights  
21 for rest areas or welcome centers along State highway rights-of-way.

22 BY repealing and reenacting, without amendments,  
23 Article – Transportation

---

### EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.



1 Section 8–204(h)  
 2 Annotated Code of Maryland  
 3 (2015 Replacement Volume and 2017 Supplement)

4 BY adding to  
 5 Article – Transportation  
 6 Section 8–208  
 7 Annotated Code of Maryland  
 8 (2015 Replacement Volume and 2017 Supplement)

9 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,  
 10 That the Laws of Maryland read as follows:

11 **Article – Transportation**

12 8–204.

13 (h) By rules or regulations consistent with the safety and welfare of the traveling  
 14 public, the Administration may govern the control and use of rest areas, scenic overlooks,  
 15 roadside picnic areas, and other public use areas within State highway rights-of-way.

16 **8–208.**

17 (A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS  
 18 INDICATED.

19 (2) “ERECT” HAS THE MEANING STATED IN § 8–701 OF THIS TITLE.

20 (3) “OUTDOOR SIGN” HAS THE MEANING STATED IN § 8–701 OF THIS  
 21 TITLE.

22 (4) “PRIVATE ENTITY” INCLUDES AN INDIVIDUAL, A CORPORATION, A  
 23 GENERAL OR LIMITED PARTNERSHIP, A LIMITED LIABILITY COMPANY, A JOINT  
 24 VENTURE, A BUSINESS TRUST, A PUBLIC BENEFIT CORPORATION, A NONPROFIT  
 25 ENTITY, OR ANY OTHER BUSINESS ENTITY.

26 (B) (1) (I) SUBJECT TO SUBPARAGRAPH (II) OF THIS PARAGRAPH, THE  
 27 ADMINISTRATION MAY SELL OR LEASE TO A PRIVATE ENTITY THE NAMING RIGHTS  
 28 FOR REST AREAS OR WELCOME CENTERS WITHIN STATE HIGHWAY RIGHTS-OF-WAY.

29 (II) THE ADMINISTRATION MAY NOT SELL OR LEASE TO A  
 30 PRIVATE ENTITY THE NAMING RIGHTS FOR REST AREAS OR WELCOME CENTERS  
 31 WITHIN STATE HIGHWAY RIGHTS-OF-WAY UNLESS THE ADMINISTRATION  
 32 DETERMINES THAT THE PROPOSED USE OF THE NAMING RIGHTS AND SIGNAGE  
 33 ASSOCIATED WITH THE PROPOSED USE OF THE NAMING RIGHTS IS IN COMPLIANCE

1 WITH FEDERAL REGULATIONS GOVERNING THE DISTRIBUTION OF FEDERAL  
2 HIGHWAY FUNDS TO THE STATE.

3 (2) THE TERM OF A CONTRACT THAT THE ADMINISTRATION ENTERS  
4 INTO UNDER THIS SUBSECTION SHALL BE AT LEAST 1 YEAR.

5 (C) A SALE OR LEASE OF NAMING RIGHTS UNDER THIS SECTION IS SOLELY  
6 FOR SPONSORSHIP PURPOSES AND MAY NOT BE CONSTRUED TO REQUIRE THAT ANY  
7 OFFICIAL STATE HIGHWAY SIGN OR MAILING ADDRESS BE ALTERED.

8 (D) (1) A PRIVATE ENTITY THAT PURCHASES OR LEASES NAMING RIGHTS  
9 FOR A REST AREA OR WELCOME CENTER WITHIN A STATE HIGHWAY RIGHT-OF-WAY  
10 UNDER THIS SECTION MAY ERECT OUTDOOR SIGNS ALONG THE HIGHWAY FOR THE  
11 PURPOSE OF SPONSORING THE DESIGNATION.

12 (2) ALL COSTS ASSOCIATED WITH OUTDOOR SIGNS ERECTED UNDER  
13 THIS SUBSECTION SHALL BE PAID BY THE PRIVATE ENTITY THAT PURCHASES OR  
14 LEASES THE NAMING RIGHTS FOR THE REST AREA OR WELCOME CENTER,  
15 INCLUDING THE COSTS OF CONSTRUCTION, INSTALLATION, OPERATION,  
16 MAINTENANCE, AND REMOVAL OF THE SIGNS.

17 (3) OUTDOOR SIGNS UNDER THIS SUBSECTION:

18 (I) MAY NOT BE ERECTED WITHOUT PRIOR APPROVAL BY:

19 1. THE ADMINISTRATION; AND

20 2. THE FEDERAL HIGHWAY ADMINISTRATION IF  
21 NECESSARY TO SECURE FEDERAL HIGHWAY FUNDS;

22 (II) MAY NOT DETRACT FROM THE SAFETY OF THE TRAVELING  
23 PUBLIC, AS DETERMINED BY THE ADMINISTRATION;

24 (III) SHALL CONFORM TO ALL DESIGN AND PLACEMENT  
25 GUIDELINES FOR ACKNOWLEDGMENT SIGNS PROVIDED IN THE FEDERAL MANUAL  
26 ON UNIFORM CONTROL DEVICES FOR STREETS AND HIGHWAYS;

27 (IV) MAY NOT INCLUDE A NAME OR LOGO THAT IN THE  
28 JUDGMENT OF THE ADMINISTRATION:

29 1. IS PROFANE, OBSCENE, OR VULGAR;

30 2. IS SEXUALLY EXPLICIT OR GRAPHIC;

- 1                                   **3.    RELATES TO EXCRETORY FUNCTIONS;**
- 2                                   **4.    IS DESCRIPTIVE OF THE GENITALS OR OTHER**  
3 **INTIMATE PARTS OF A BODY;**
- 4                                   **5.    RELATES TO OR DESCRIBES ILLEGAL ACTIVITIES OR**  
5 **SUBSTANCES;**
- 6                                   **6.    CONDONES OR ENCOURAGES VIOLENCE;**
- 7                                   **7.    IS SOCIALLY, RACIALLY, OR ETHNICALLY OFFENSIVE**  
8 **OR DISPARAGING; OR**
- 9                                   **8.    IS NOT IN THE PUBLIC INTEREST OF THE STATE; AND**

10                                   **(V)   ARE SUBJECT TO THE REQUIREMENTS OF SUBTITLE 7 OF**  
11 **THIS TITLE AND ANY OTHER LAW GOVERNING OUTDOOR SIGNS.**

12                                   **(E)   PROCEEDS FROM THE SALE OR LEASE OF NAMING RIGHTS UNDER THIS**  
13 **SECTION SHALL BE CREDITED TO THE TRANSPORTATION TRUST FUND.**

14                                   SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
15 October 1, 2018.

Approved:

---

Governor.

---

Speaker of the House of Delegates.

---

President of the Senate.